

Store

Hours

9 to 5:30

Hurt Books at Little Prices!

Books of poetry, travel, fiction—for the kiddie or the grown-up—all kinds at lowest prices—a little damaged but with contents unimpaired!

GIMBELS BOOK SHOP—Now on the Fourth Floor.

GIMBEL BROTHERS

32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY

Gimbels Hard Water Soap

Sale Price: 75c a Dozen Cakes

A pure, non-irritant soap which lathers freely in hard or soft water. An economy to buy your year's supply at the annual February sale.

GIMBELS TOILET ARTICLES SHOP—Main Floor.

Phone:

Pennsylvania

5100



N-E-W

Easter Suits

—For the Tailored Woman

\$29.75 to \$195

A wonderful profusion of styles. They charm. They compel. You'll have no trouble finding your particular model, your favorite color, every newest fabric, at the price-you-want-to-pay. And Easter is approaching!

There are strictly smart tailored suits. Box suits. New blouse effects (model pictured). Straight line coats. Belted. The new flare for slimmer figures. Sport suits ideal for Southern wear now and Northern wear later.

Sizes 34 to 52 1/2. —Such lovely colors!

Wren Grouse Covert
Tan Sponge Rooke

Artistic combination of green and tan and, of course, Black and always-in-good-taste Navy.
GIMBELS WOMEN'S SUIT SHOP—3d Floor.



N-E-W

Steel Beads on a Misses' Suit

\$65

In the spring even a tailor-made must be frivolous—says Paris. And so, the lines are as slim as a flower stalk, one uses an intricate steel bead and silken embroidery—ornate—comme ça. The lining—a heavenly bit of color—the fabric—a marvelous tricotine.

Braid-bound and belted tricotine suits and cleverly cable-stitched tricotine suits are most distinguished looking for so humble a price-tag as \$38.75.

GIMBELS MISSES' OWN SHOP—Third Floor.

10,000 Yards of Black Silks Go On Sale Tomorrow at Important Reductions From Already Lowered Prices**Black Satin Charmeuse**

\$3.45 In rich heavy quality, 40 inches wide.

Black Satin Charmeuse

\$2.45 An excellent quality in soft, lustrous finish, 40 inches wide.

Black Crepes de Chine

\$1.25 An exceptional value, 39 inches wide.

Black Dress Satins

\$1.55 In a good quality and weight, 35 inches wide.

Black Chiffon Dress Taffeta

An extraordinary value; in fact, not far from half price; 35 inches wide.

Black Dress Satins

\$2.90 A heavy quality in lustrous finish—a very special price; 36 inches wide.

Black Dress Satins

\$2.25 A good quality and weight, at far less than the regular price. 40 inches wide.

Black Satin Meteor

\$2.80 A good quality and weight, at far less than the regular price. 40 inches wide.

GIMBELS SILK SHOP—Second Floor.

SALE : Spangle Applique Chiffon Cloth Flouncing

95c yd.

3000 Yards : Less Than Half Price

Less than cost of landing—LESS THAN HALF PRICE—this exquisitely colorful and superlatively smart flouncing—the fruit of an extraordinary value purchase from a famous maker of costumes.

40 Inches Wide; This Season's Importation; Black Spangles on Black; Black Spangles on Navy; Gold Spangles on Bisque; Opalescent Spangles on White; Black Spangles on White. Beautiful!

GIMBELS LACE SHOPS—Main Floor and Subway Balcony.

WARDROBE TRUNKS

At Close To Cost Prices

\$25.00**\$35.50****\$45.00****High Grade Steamer Wardrobe Trunks**

An excellent quality fibre trunk of three-ply veneer construction, de-lightfully convenient for the steamer or short trip.

Full Sized Wardrobe Trunks

A fibre covered trunk of three-ply veneer construction; cold-rolled steel hardware; 12 hangers; 5 drawers; laundry and shoe bag.

Bulge Topped Wardrobe Trunks

A full sized 45-inch wardrobe of the best grade fibre construction; 12 hangers; 5 large drawers; shoe pockets and laundry bag.

GIMBELS TRUNK SHOP—Fifth Floor.

Final Clearance of Furs

Every Fur Item in the House Reduced

Now is the time to take advantage of these lowest of prices!

Now is the time to purchase these highest of Values!

Just a few days left, for every piece MUST go!**Hudson Seal Coat, 36 inch, squirrel collar.....Now \$245****Hudson Seal Coat, 34, skunk trimmed.....Now \$285****Hudson Seal Wrap, 40 inch, skunk trimmed.....Now \$279****Hudson Seal Wrap, 48 inch, fine skins.....Now \$355****Grey Squirrel Coat, 34, deep cape collar.....Now \$345****Grey Squirrel Wrap, 48 inch, fine skins.....Now \$495****Natural Mink Sports Coat,.....Now \$325****Natural Mink three-quarter Coat,.....Now \$645****Natural Mink Long Wrap, of graceful lines, selected pelts,.....Now \$1150****Persian Lamb Coat, 34, skunk collar.....Now \$375****Moleskin Coat, 32 inch, large collar.....Now \$169****Moleskin Wrap, 40 inch,.....Now \$275****Moleskin Dolman, 48 inch,.....Now \$355****Black Pony Coat, three-quarter length.....Now \$79****French Seal Coat, 34, beaver or skunk trimmed.....Now \$145****French Seal Long Dolman,.....Now \$145****Small Items Greatly Reduced****Fox Choker Scarfs.....\$18.50****Stone Marten Scarfs.....\$29.00****Baum Marten Scarfs.....\$39.00****Hudson Bay Sable Scarfs.....\$39.00****Brown and Taupe Fox, Lined Scarfs.....\$35.00****Hudson Seal Muffs.....\$15.00****Squirrel Muffs.....\$35.00****Mink Scarfs, 2 skins.....\$29.00****Grey Squirrel Collars.....\$49.00****Australian Opossum Collars,.....\$27.50**

"Gimbels—Furriers Since 1842"

GIMBELS FUR SALON—Third Floor.

S-A-L-E 50 Inch Drapery Velours

Special Purchase : 5,000 Yards of Standard Quality

\$1.98

He who runs may read the wonder of this purchase—the value in this sale—And so we pass it on to you without comment—except that it is the very same quality of a week or so ago's sensational selling.

Light Blue : Dark Blue : Rose : Green
Tan : Mulberry : Brown : Terra Cotta : Maroon

Velour Portieres Made to Order

In any color combination; reversible; hand-sewn weighted corners; 7 ft. 6 ins. long. Full width. The offer for this sale only.

\$25**Velour Window Hangings Made to Order**

1 pair curtains; 1 valance. Curtains, 24 ins. wide x 6 ft. 9 ins. long. Curtain and valance ready to hang.

\$7.50**1200 Water-Color Opaque Window Shades : 58c Each**

White, ecru, green; packed in unit wrappers with necessary fixtures. 36x72 inches in size. PERFECT.

A Special Purchase of 250 Pairs of Net Curtains Slashed in Price

Plain hemmed finish; 36"x21 1/2 yards long. Natural color only.

\$1.55 Pr.

GIMBELS UPHOLSTERY SHOP—Sixth Floor.

30,000 Worth of Armstrong Linoleum in a Great Sale : To Go For \$20,000

SOME OF THE ROLLS SLIGHTLY IMPERFECT

Truly extraordinary, this purchase. Because the goods were slightly imperfect in some cases the Armstrong Cork Co. of Lancaster, Pa., gave us the benefit of much lower prices—and we passed them on to you.

Armstrong Linoleum comes in dainty blue, rose, gray and sand—truly lovely colors that would brighten any room. It's so easy to clean and so economical that it's truly a boon to the housewife. It's flexible and durable, too.

This particular offering includes a wide selection of patterns and colors—in both Inlaid and Printed Cork Linoleums, including a number of the new carpet patterns suitable for any room in the house.

5,000 sq. yds. Inlaid Linoleum in tile and carpet patterns.....**\$1.25 sq. yd.**

3,000 sq. yds. Heavy Inlaid Linoleum, including some of the popular Granite Linoleum.....**\$1.50 sq. yd.**

2,000 sq. yds. Heavy Printed Linoleum.....**95c sq. yd.**

2,000 sq. yds. Printed Cork Linoleum.....**85c sq. yd.**

GIMBELS RUG AND CARPET SHOP—Sixth Floor.

Gimbel February Furniture Sale Undersells the Town:-- Its Prices Based on Estimated Market Drops See To-Day's World and American

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways



N-E-W

Women's Frocks

In Anticipation of Easter

Exquisite shimmering loveliness! Frocks for every figure—suitable for every occasion—in all desirable shades. Thousands of them—all well-made—all appropriately priced.

\$19.75 to \$199.50

Some new style notes:
—five scalloped side ruffles.
—embroidered buds of silk and wool entwined with tinsel thread.
—side panels with hand-painted motifs, in Indian colors outlined with beads—lined with Georgette.
—all-over embroidery of silk braids entwined with tinsel, in color combinations (model pictured).
—Syrian ribbon trimming.

The materials: Taffeta, Canton Crepe, Crepe Satin, Crepe de Chine, Georgette, Poiret Tulle, Tricotine and Serge. All sizes.

GIMBELS WOMEN'S DRESS SHOP—Third Floor.



N-E-W

The Sunburst Cape of Duvetyn

\$79.50

Silk Duvetyn—soft-as-a-kitten's-ear, with its sun-ray insets of satin, tasseled fastenings—lining of grey crepe de chine. Whether black, blue or oyster grey—what a ravishing wrap for milady!

Ramona Cloth—Camelora Cloth—Calval de Cygne—the exquisite new-wrap fabrics. Silver-pine grey—aquamarine—Florentine red—the exquisite new-wrap colors—and the new wrap styles—ah, but you must come and see! \$35 and higher.

GIMBELS WOMEN'S WRAP SHOP—Third Floor.